



Civil Forfeitures Assessed in No Call Enforcement Cases

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MADISON – Recent enforcement actions against violators of the Wisconsin No Call law have resulted in significant civil forfeitures. Three companies will pay a total of more than \$136,000 and one of the companies is losing its registration to telemarket, according to officials from the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP).

“Consumers who take the time to register their phone numbers on the No Call List have the right to expect relief from telemarketing pitches,” said Sandy Chalmers, Division Administration for Trade and Consumer Protection. “Let us know about No Call violations, because we are actively enforcing this law.”

DATCP took the following No Call enforcement actions in December and January:

- Universal Windows Direct of Wisconsin, Inc. (West Allis) paid a settlement of \$30,000 for soliciting residential customers by phone without registering as a telemarketer.
- Easy Mortgage, Inc. (Madison) paid a settlement of \$31,420 for calling numbers on the No Call list.
- 1st Midwest Mortgage Corporation (Madison) paid a settlement of \$75,000 for soliciting residential customers by phone without registering as a telemarketer.
- Creative Openings, Inc. (Kaukauna) has been paying a settlement of more than \$45,000 for calling numbers on the No Call list. When an investigation found that the company failed to come into compliance with the No Call law after being informed of consumer complaints against it, DATCP denied the company’s 2014 application to telemarket.

For more information or to file a consumer complaint, visit datcp.wisconsin.gov, send an e-mail to datcp hotline@wisconsin.gov or call the Consumer Information Hotline toll-free at 1-800-422-7128.

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